



TO: Supporters
FROM: Bennet for America
RE: Strategic Update
DATE: December 6, 2019

“Standing Out: Bennet Has Plan to Move America Forward”

-Nashua Telegraph, 11/24/2019

“Colorado Sen. Michael Bennet Looks Back 35 Years to Gary Hart for Path to Primary Win”

-New Hampshire Union Leader, 11/6/2019

“Michael Bennet’s Pragmatic Case for President”

-Boston Globe, 9/10/2019

“Elizabeth Warren’s Ideas Get Noticed. Michael Bennet’s Are Better.”

-The Economist, 9/7/2019

OVERVIEW

In less than two months, Democrats begin voting. Right now, the most consistent frontrunner is “undecided” or “non-committal.” A recent poll in Iowa showed only 28% of caucusgoers are firmly decided. In New Hampshire, just 23% who have chosen a candidate say their decision is definite. An unprecedented number of primary voters are undecided or open to changing their mind.

In other words, the Democratic primary race continues to be unsettled, and support for the 2020 candidates is not consolidated. It is more fluid than at any point, evidently a conclusion Governor Patrick and Mayor Bloomberg recently reached as well. For voters, perceptions of electability are an even more significant vote driver than before. However, no leading candidate inspires real confidence in his or her ability to beat President Trump. Indeed, they have serious flaws that have capped the growth of their support. And all the candidates continue to move toward Bennet’s long-held positions after their own failure to hold up under scrutiny. Most recently, Senator Warren abruptly embraced Bennet’s public option plan (albeit as a stepping stone toward banning private insurance entirely in favor of the \$31 trillion Medicare for All plan).

That, in some ways, has been a source of immense frustration and difficulty — and a signal of opportunity. Nothing matters more than having a nominee who will beat Trump and who understands how to create opportunity, get things done, and relentlessly focus on the next generation. We, of course, recognize our current standing in the race — though we are within the margin of error of many candidates who are better known — and, in recent weeks, polls have shown us tied or ahead of half the candidates who were on the recent debate stage. All of us — friends, donors, supporters, and staff — knew this endeavor would never be easy.

However, the political climate is right and continues to improve for Bennet's candidacy:

- The ideological candidates will likely wash out — as they historically tend to do — when voters truly consider which candidate can realistically win in a general election. Frankly, campaigns and the media alike have mistaken online noise for voter sentiment, and the Twitterverse for actual voters.
- Bennet set the table for the all-important debate over offering Americans universal, affordable healthcare that doesn't crush middle-class families with higher taxes. Voters prefer Bennet's Medicare-X plan over Medicare for All by a 2-to-1 margin.
- Voters continue to struggle to find a standard-bearer who inspires confidence in their ability to win against Trump and lead the country forward. Will the always-sensible voters of Iowa and New Hampshire, with electability front of mind, nominate an electorally untested small town mayor; a senator from a coastal blue state who puts ideology over progress; or a past generation of leadership?

Lost until now in the swirl, chaos, and sometimes superficial coverage of this cycle has been the fact that Bennet has been a thought leader and policy pioneer throughout this race. But that's become obvious now as other candidates have stared into the political abyss of policy proposals that are simply unpalatable to the vast majority of voters, and then awkwardly inched closer to Bennet's progressive yet achievable agenda for change.

In sum, the issue environment is ripe for Bennet. Voters are looking for a nominee who can beat Trump — it is the central question on their minds. Voters have cycled through other, better-known candidates and dismissed them. And we still have room to grow our name ID and support.

PATH FORWARD

We will place a strategic emphasis on New Hampshire going forward. We are making substantial investments there, and Bennet has announced that he intends to spend more time in the Granite State than any other candidate between now and the primary. Bennet has been very well-received in New Hampshire, especially in recent weeks, and we are making real inroads and progress. At a time when other campaigns have slashed staff, closed offices,

and burned bridges in the state, we are scaling up, thanks to our donors and long-term budgeting. We have announced significant political support and have more endorsements in the works. We also continue to bring more staff on board in New Hampshire and open new office spaces.

Since undeclared voters are allowed to participate in New Hampshire's primary, we believe this presents a unique targeting opportunity as well. Bennet is the candidate who can win back some of the nine million Americans who voted twice for Barack Obama and then for Donald Trump, including more independent-minded voters in New Hampshire.

Iowa remains important to our effort. We believe our support in Iowa will shift significantly only after Bennet's position is elevated nationally, so we are focusing our resources accordingly. We also have continued planning our Super Tuesday and delegate strategy to leverage successes coming out of the early contests. Bennet is officially on the ballot in more than a dozen states, refusing to write off any state, unlike many of our opponents.

IMMEDIATE NEXT STEPS

We are announcing that Bennet for America will hold 50 New Hampshire town halls in the 10 weeks leading up to the primary. We will undertake aggressive digital and mail programs that target soft Democrats and undeclared voters who participate in Democratic primaries to invite them to our town halls and further introduce them to Bennet. This push will be fully integrated with our growing, on-the-ground organizing program.

Bennet's path to victory starts in living rooms, coffee shops, and businesses, meeting voters where they are and answering every last question. This Q&A format is what Bennet does best, because no matter what, he tells the truth. He is urging Granite Staters to come, share their stories, learn more about him, and ask their toughest questions—then decide who the right candidate is to defeat Donald Trump. New Hampshire voters have not made up their minds, and Bennet will be there when they do.